



## QUICK START



## Quick Start Guide for Cisco Digital Media Player 4300G

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# 1 Important Concepts

*Cisco Digital Media Player 4300G* (DMP) is a compact, addressable network appliance that delivers digital signage content to a display that you attach. The display can be analog or digital and can be standard-definition or high-definition. DMP is one part of the *Cisco Digital Media System* (DMS), which combines many Cisco products.



**Note** The physical location where you set up a DMP must be within 6 feet of a 120V AC electrical outlet (socket) and within 6 feet of the DMP display.

*Cisco Digital Media Player Device Manager* (DMPDM) is a web-based graphical user interface to configure one DMP device during its initial setup or to manage one DMP device in isolation. DMPDM is served from the DMP that it manages.

A *DMP display* is any analog or digital television screen or other kind of monitor that is attached directly to a DMP and that shows digital signage content to an audience.

### Other important concepts

*Cisco Application and Content Networking System* (ACNS) interoperates with DMM-DS to greatly reduce redundant digital media traffic over satellite and terrestrial networks. ACNS offers a comprehensive set of streaming media features to deliver high-quality and long-playing digital videos live and simultaneously to thousands of users and DMPs, or on demand at a later time.

*Cisco Digital Media Manager Administration Interface* (DMM-Admin) is a web-based graphical user interface to install or upgrade the software licenses that enable you to use DMM-DS. DMM-Admin is served from a Cisco Media Convergence Server.

*Cisco Digital Media Manager for Digital Signage* (DMM-DS) is a web-based graphical user interface; it is the scalable alternative to DMPDM. DMM-DS helps you to centrally manage a network of DMPs, develop digital signage content for them, organize

the content, develop playlists, and much more. DMM-DS is served from a Cisco Media Convergence Server.

*Digital signage* consists of any combination of messages or other kinds of information that people can see or hear, and that a DMP delivers to people. The content might relate to commerce, popular entertainment, staff training, emergency awareness, combinations of those things, or nearly anything. The people who manage a DMP (or who manage multiple DMPs in a digital signage network) decide what to show or say, and when, and to whom.

To learn more about DMS products and features, go to <http://www.cisco.com/go/dms>.

# 2 Package Contents

The product package for one DMP 4300G device should contain *all* of the following:

- This quick start guide and other printed product documentation.
- The DMP 4300G.
- Two video cables (HDMI & composite/RCA).
- One AC adapter and four plugs.

If anything is missing from the package or appears to be defective, contact the technical support team trained to support DMS products at: [dms-softwarekeys@cisco.com](mailto:dms-softwarekeys@cisco.com).

# 3 Connect to DHCP Server

The factory default for a DMP 4300G is to obtain its IP address automatically from a DHCP server.

If you will deploy your DMP at a physical location that does not have a DHCP server, see *Appliance Administration Guide for Cisco Digital Media System 4.0* on Cisco.com to learn how to configure your DMP to use a static IP address.



**Tip** If a network security policy restricts DHCP address assignments to network interface cards with known MAC addresses, read the sticker that is affixed

to the bottom of your DMP chassis, then provide your security policy administrator with the MAC address.

- Step 1** Plug one end of an ordinary Ethernet cable into the **Ethernet 10/100** port on the back of the DMP chassis.
- Step 2** Plug the other end of the Ethernet cable into a network hub, network switch, or router that participates in a DHCP network.

# 4 Connect to DMP Display

You can use an analog or a digital display, but must use the provided composite/RCA cable. (You must *always* use the composite/RCA cable for audio, even if you later use HDMI for video.)

- Step 1** On the back of the DMP chassis: (a) plug the yellow jack into the CVBS connector; (b) plug the red jack into the AUDIO/RIGHT connector; and (c) plug the white jack into the AUDIO/LEFT connector.
- Step 2** Connect the other end of the composite/RCA cable to your DMP display.
- Step 3** If the DMP display is not already turned on, turn it on now.

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## 5 Connect to 120V AC Socket



**Warning** Use only the supplied power adapter and plugs.

- Step 1** Identify the correct plug type for your region (U.S., E.U., U.K., or Australia), then snap that plug into the AC adapter.
- Step 2** Connect the DC barrel connector to the 5V DC power supply on the DMP chassis.
- Step 3** Connect to a 120V AC electrical outlet that you know is grounded.

We recommend that you use a surge protector or an uninterruptible power supply from a reputable manufacturer.

## 6 Check DMP LEDs

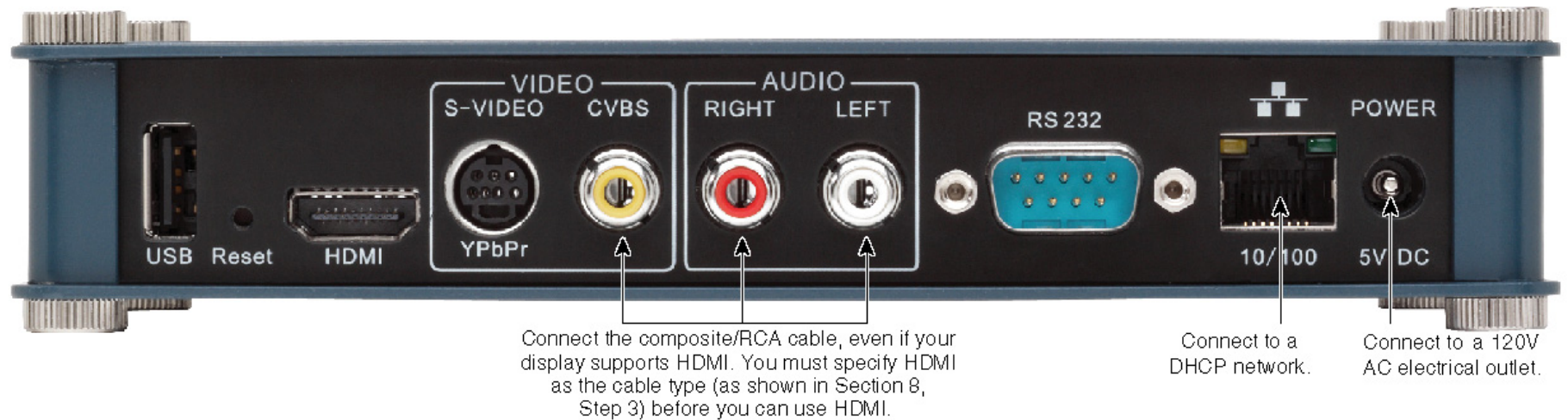
The DMP chassis contains a green LED and a red LED. After you attach your DMP to its AC power source, you should see light from both LEDs through the front of your DMP. The lights tell you if your DMP has power and if it has an IP address.

- A solid green LED indicates that a power source is available.
- A solid red LED indicates that your DMP is trying to obtain an IP address. (After your DMP has an IP address, it turns off the red LED.)

The LEDs do not blink.

## 7 Log In to DMPDM

- Step 1** When your DMP display shows the Cisco logo and shows an IP address for your DMP, write down the IP address.
- Step 2** To log in to DMPDM, point your browser to the IP address that you wrote down.
- Step 3** At the login prompt, enter the username **admin** and the password **default**.



We recommend that you change the username and password as soon as possible.

## 8 Configure Video Output

**Step 1** In the Settings area, click **Display**. You see:

Display	
Display Standard	NTSC_M
Display Output Interface	SVIDEO
Color Space	None
Color Component Order	RGB
Brightness	0
Contrast	128
Saturation	128
Left Audio Channel Volume	50
Right Audio Channel Volume	50
<b>Apply</b>	

- Step 2** From the Display Standard list, select the option that shows the name of the standard that your DMP display uses.
- Step 3** From the Display Output Interface list, select the type of video cable that connects to your DMP display. (The default option supports composite/RCA.)

- Step 4** From the Color Space list, select the absolute color space that your DMP display uses.
- Step 5** If you selected RGB as the color space, select an option from the Color Component Order list to define the order in which to store red, green, and blue data. This definition is sometimes called the left-to-right additive color model.
- Step 6** (Optional) Move any or all of the sliders to compensate for DMP display deficiencies in video (brightness, contrast, or saturation) or audio (channel volume).
- Step 7** To confirm your selections and to implement them until you change them or until you restart your DMP, click **Apply**.
- Step 8** To test if your selections are suitable ones for your DMP display, click **Show IP** in the DMP Mode area.  
Your DMP display shows a Cisco logo and shows the IP address for your DMP.
- Step 9** To make your configuration changes permanent, even after you reboot your DMP, do the following:
  - In the Administration area, click **Save Configuration**.
  - On the Save Configuration page, click **Save**.

## 9 Identify Trusted DMM-DS

If your DMP will be part of a digital signage network that includes multiple DMPs and will be managed centrally, you can specify in DMPDM which one DMM-DS server appliance to trust.

- Step 1** In the Settings area, click **DMM**.
- Step 2** In the DMM Host field, enter the IP address of the one DMM-DS server appliance that you trust.
- Step 3** In the Timeout (Seconds) field, enter the maximum number of seconds that your DMP should wait for a response from the trusted DMM-DS server appliance.
- Step 4** To confirm your selections and to implement them until you change them or until you restart your DMP, click **Apply**.
- Step 5** To make your configuration changes permanent even after you reboot your DMP, do the following:
  - In the Administration area, click **Save Configuration**.
  - On the Save Configuration page, click **Save**.